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ABSTRACT

This handbook was developed to provide information on distributive education (D.E.) to business managers who, as training sponsors, provide job experiences for D.E. high school students. The content, including several illustrations, focuses on what D.E. is and how it operates; what is needed from the training sponsor; what the training sponsor can expect from the student trainee; and what the Distributive Education Clubs of America (DECA) are. (EM)

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TRY D.E. AND SEE
(STUDENTS THAT IS)

A HANDBOOK FOR
TRAINING STATION SPONSORS

EDUCATED STUDENTS MAKE
PRODUCTIVE ADULTS

by

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Hi! I'm DEnnis, and I'm DEnise.

We are Distributive Education students at_____ High School. Distributive Education is a program specifically designed for young people who wish to receive actual job experience in the fields of Marketing and Distribution, and choose it as a career.

You, the training sponsor, are an integral part of our overall program. You will assist the student in forming good attitudes and work habits. Our (DEnnis and DEnise) first job effort may in large determine the route followed in future job performances. It is important that we, the youthful workers, be constructively supervised, to achieve our maximum potential. The youth of America is our most valuable resource.

We don't come into this job entirely unprepared. In our classroom we studied the fundamentals of Retail Selling, Sales Promotion, and Merchandise Information. We know the basics of the Free Enterprise System, and that a business must operate a profit in order for it to be successful, and for us to have a job.

Thank you, Mr. Businessman, for this opportunity. May we now tell you a little more about Distributive Education, known affectionately as D.E.?

DISTRIBUTIVE EDUCATION – HOW IT OPERATES – WHAT IT IS

Distributive Education is a term that identifies a program of instruction that prepares individuals for careers in the areas of distribution, marketing, service and management. Three types of high school programs are offered:

1. D.E. 1 is the basic curriculum covering the application for a job, business etiquette, advertising, display, salesmanship, stockkeeping, math, and business organization.

2. D.E. 2 is the advanced, more detailed exploration of the above plus, economics, business law, consumerism and current trends in the business world.

3. Fashion Merchandising is designed to provide students with training in the fields of fashion clothing and accessories, home furnishings, the sale and distribution of fashion merchandise and the nature of the world of high fashion.

All are cooperative programs, which means the student should be gainfully employed while attending school.

Distributive Education operates as follows:

Morning: Students attend regular high school classes, receive job-related instruction in D.E. classroom one or two hours per day and receive one unit for each hour of class.

Afternoon/Evening: Students work in selected distributive occupation in line with career goals in a planned and supervised program and receive one unit of credit.

WHAT WE NEED FROM THE TRAINING SPONSOR

1. Good working conditions.
2. Advancement opportunities.
3. Interesting work.
4. Fair wages.
5. Tactful disciplining.
6. Loyal supervision.
7. Understanding of personal problems.
8. Fifteen (15) hours of work per week.
9. Periodic progress reports.
10. Assistance in the students' occupational and career interests.

WHAT THE TRAINING SPONSOR CAN EXPECT FROM THE STUDENT TRAINEE

1. An honest day's work.
2. A minimum of absences.
3. Punctuality.
4. Loyalty, pride of employment.
5. Willingness to prepare for job ahead.
6. A sense of job responsibility.
7. Integrity.
8. Initiative.
9. Enthusiasm.
10. Classroom knowledge of some phases of the business.

DECA: WHAT IS IT?

DECA identifies the student activity program related to D.E. work. DECA is the only national student organization that encourages young people to pursue careers in marketing, merchandise, and management. DECA is a non-profit, non-political, and non-sectarian student organization. The DECA chapter is the "show case" for the students' achievements and progress, especially in the area of inter-school competition. Competency based events test the students in the areas of Automotive and Petroleum, Apparel and Accessories, Food Marketing, Food Service, and General Merchandising as a Master Employee or Manager Owner level.

The emblem of DECA is a diamond surrounding a wrapped package, symbolizing a job well done, and the close cooperation between the student, teacher, and merchant. The four points of the diamond stand for VOCATIONAL UNDERSTANDING, CIVIC CONSCIOUSNESS, SOCIAL INTELLIGENCE, LEADERSHIP DEVELOPMENT.

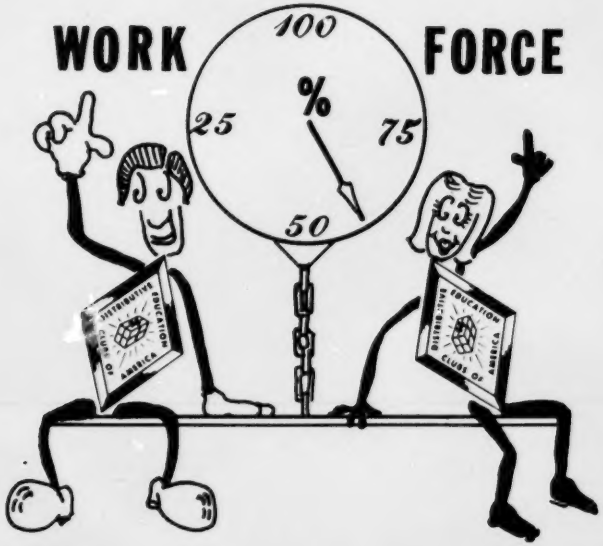
Sounds exciting – well it is!

WELL! THAT'S ABOUT IT!

We hope you know a little more about the D.E. program at _____ High School and DECA. We sincerely appreciate your interest and cooperation. Our school is offering us a sound solid learning situation; now we need the actual job experiences to better find our place in this complex Free Enterprise society. We do not offer a great deal of experience but if you will utilize our youthful enthusiasm and energy, we will surely make a meaningful contribution to your overall operation.

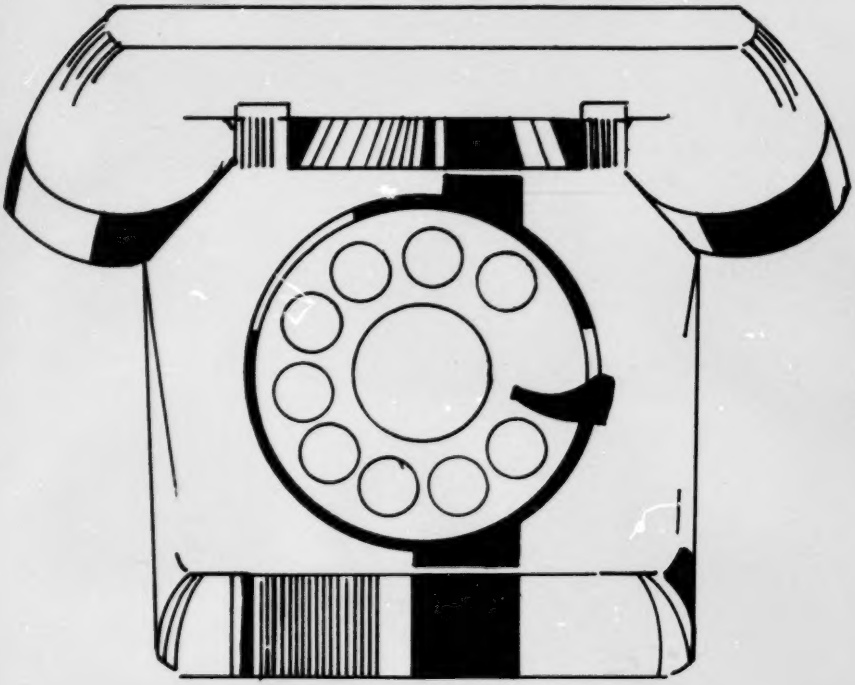
You have given us this chance to prove ourselves. We won't let you down. Remember we get school credit for this job, and are earning while we are learning!

MORE THAN HALF THE WORK FORCE IS MAKING A LIVING SELLING A SERVICE OR A COMMODITY.



CONTACT YOUR TEACHER/COORDINATOR AT _____ HIGH SCHOOL FOR ANY FURTHER INFORMATION.

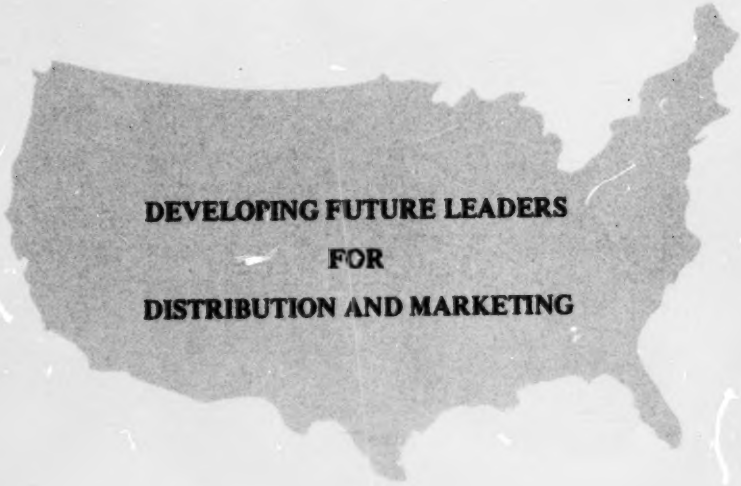
Good help is as close as your telephone.



SCHOOL NUMBER _____

TEACHER'S NAME _____

ADDRESS _____



DEVELOPING FUTURE LEADERS

FOR

DISTRIBUTION AND MARKETING